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S4C Corporate Plan 2009

Corporate Aims 2009

Our core aim is to provide a comprehensive, high quality, Welsh language television service that reflects and enriches the life of Wales.

The Corporate Plan divides the activities which support this core aim into three supporting aims:

1. Manage the process of digital switchover.
2. Fulfil the requirements of the Content Strategy.
3. Operate within S4C's statutory and public framework.

Aim 1

Manage the process of digital switchover

Target
Aim 1 (1) Maintain the availability of S4C's services during digital switchover.
Aim 1 (2) Ensure that appropriate distribution arrangements are in place for S4C's services following digital switchover.
Aim 1 (3) Operate the Communications Plan and ensure regular performance monitoring.
Aim 1 (4) Promote High Definition.
Aim 1 (5) Ensure that an appropriate rights framework is put in place for the commissioning of content.
Aim 1 (6) Maintain viewing levels in the regions during digital switchover.

Aim 2

Fulfil our Content Strategy

Target
Aim 2 (1) (i) Publish S4C's Statement of Programme Policy 2009. (ii) Publish S4C's Review of Statement of Programme Policy 2008. (iii) Implement S4C's Content Strategy for 2009 onwards.
Aim 2 (2) Operate in accordance with the S4C Statement of Programme Policy 2009 and allocate at least £78 million for the commissioning budget. Comply with Ofcom targets and those set out in the Communications Act: (i) At least 25% of broadcasting time given to productions from the independent sector. (ii) 90% of original Programmes ¹ (peak hours ²). (iii) 80% of original Programmes (all hours). (iv) 60 hours per annum of Current Affairs Programmes (all hours). (v) 30 hours per annum of Current Affairs Programmes (peak hours). (vi) 200 hours per annum of News Programmes (all hours). (vii) 150 hours per annum of News Programmes (peak hours). (viii) One daily News Programme in peak hours. (ix) At least 35 hours of Welsh programmes each week simultaneously on the S4C and S4C Digidol services. (x) 140 hours per annum of original Programmes for children.
Aim 2 (3) Operate within the Code of Practice and Terms of Trade and comply with the targets which have been approved by Ofcom.
Aim 2 (4) Operate within the framework of the Strategic Partnership between the BBC and S4C in order to ensure that the statutory contribution from the BBC is consistent with S4C's Programme and Content Strategies.
Aim 2 (5) (i) Maintain the weekly reach for the Welsh language services at the 2008 level. (ii) Aim to achieve reach of over 100,000 viewers for 20 Welsh language programmes during the year. (iii) Increase our reach year on year by providing content on appropriate platforms.

¹ Original = Programmes commissioned by or produced for S4C, being European in origin (TWF directive), whether original broadcasts or repeats. The total includes hours produced by the BBC.

² (Peak Hours as defined by Ofcom = 18.00 – 22.30)

- (iv) Ensure appropriate systems are in place to measure viewing across all platforms.
- (v) Maintain the percentage of viewers under 45 years old during peak hours.

Aim 2 (6)

Achieve Ofcom's targets for subtitles, audio description and signing during all hours on S4C Digidol.

	2009	2010
English Subtitles:	75%	80%
Signing:	4%	5%
Audio Description:	10%	10%

Aim 2 (7)

We aim to offer English subtitles on 100% of original hours (subject to rights).

Aim 2 (8)

We aim to offer 10 hours per week of original hours with 889 subtitles.

Aim 2 (9)

Channel 4 programmes will be scheduled according to commercial considerations.

Aim 2 (10)

Review regularly and identify opportunities in order to offer our services on other platforms and new platforms in the United Kingdom and beyond.

Aim 2 (11)

Adopt and operate an Archive Policy.

Aim 2 (12)

Reflect the priorities of the Content Strategy and ensure excellence in our communication plans.

Aim 2 (13)

Ensure that S4C's Viewers Hotline is available throughout the year as a minimum from 09.00 until 22.00 to accept comments, complaints and requests for information from our viewers on 0870 6004141 or gwifren@s4c.co.uk and to promote the service.

Aim 2 (14)

Ensure there is a system in place to make sure that our services comply with the law and applicable codes.

Aim 2 (15)

Ensure suitable arrangements to raise the skill levels of S4C staff and also within the industry. Achieve excellence by contributing to identifying training priorities and investing in training provision.

Aim 2 (16)

Operate the Scholarship Policy.

Aim 3

The Authority and Executives to operate within S4C's statutory and public framework.

Target
Aim 3 (1) Operate within the framework set out in the document "Role of the Authority".
Aim 3 (2) Operate the annual plans for the Authority, the Authority's Committees and S4C's Board of Directors.
Aim 3 (3) Operate in accordance with the legal requirements.
Aim 3 (4) Foster an open, accountable and constructive relationship with our viewers.
Aim 3 (5) Ensure that internal and external audits are conducted.
Aim 3 (6) Place before Parliament and publish the Annual Report and Statement of Accounts in accordance with the relevant legislation and as directed by the Secretary of State.
Aim 3 (7) Review the Corporate Plan for 2009.
Aim 3 (8) Ensure we work within S4C's policies and review and amend S4C's policies as required.
Aim 3 (9) Where appropriate, respond to reviews by the Government, the Assembly, Ofcom, the European Commission and others.
Aim 3 (10) Operate tender processes to promote contestability. Maintain a list of tenders.
Aim 3 (11) Operate the Fair Trading Policy.
Aim 3 (12) Receive a dividend from S4C Masnachol.
Aim 3 (13) Operate within the framework of S4C's Complaints Code.

Aim 3 (14)

Approve a revised 5 year budget.

Aim 3 (15)

Less than 4.5% of all expenditure to be spent on overheads.

Aim 3 (16)

Maintain a Risk Register in accordance with the Risk Policy. Present and monitor the Risk Register and Business Continuity Policy quarterly.